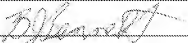


AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

In re Application of:	Jeff S. Eder						
Application No.	09/540,450						
Filed:	8/29/2001						
Title:	An automated method of and system for identifying, measuring and enhancing categories of value for a value chain						
Attorney Docket No.	AR - 23	Art Unit:	3692				
<p>The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned after review and approval by the Asset Reliance, Inc. IP committee.</p> <table border="1"> <thead> <tr> <th>Name Registration</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>William N. Hugnet</td> <td>44,481</td> </tr> </tbody> </table>				Name Registration	Number	William N. Hugnet	44,481
Name Registration	Number						
William N. Hugnet	44,481						
<p>This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.</p>							
SIGNATURE of ASSIGNEE (Asset Trust, Inc.)							
Signature			Date: 05/4/2007				
Name	B.J. Bennett		Position: President				
Telephone	(425) 483-4425						